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IN THE CLAIMS:

Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by strikethrough and underlining. This listing also reflects any cancellation and/or addition of claims.

1. (Currently amended) ~~A method of collecting survey information relative to a transaction, comprising A processor-readable medium comprising code representing instructions to cause a processor to:~~

~~receive receiving~~ transaction information related to a transaction, the transaction information including consumer information and merchant information;

~~compare comparing~~ the consumer information with predetermined consumer information;
~~compare comparing~~ the merchant information with predetermined merchant information;
and

~~determine determining~~ whether to invite the consumer to complete a survey related to the transaction ~~based at least partially on at least one of the consumer information and the merchant information~~.

2. (Currently amended) The ~~method processor-readable medium~~ of claim 1, wherein the consumer information includes a consumer identification code, and the predetermined consumer information includes information relating to consumers defined as prospective offerees.

3. (Currently amended) The ~~method processor-readable medium~~ of claim 1, wherein the predetermined merchant information includes information relating to categories of purchases, and wherein ~~the instructions to cause a processor to determine determining~~ whether to invite the consumer to complete a survey includes ~~instructions to cause a processor to determine determining~~ whether the transaction corresponds to one of said categories of purchases.

4. (Currently amended) The ~~method processor-readable medium~~ of claim 3, wherein ~~the instructions to cause a processor to determine determining~~ whether the transaction corresponds to

one of said categories of purchases includes instructions to cause a processor to determine determining whether there is an unsatisfied quota of survey invitations for the particular type of transaction.

5. (Currently amended) The method processor-readable medium of claim 1, wherein the instructions to cause a processor to determine determining whether to invite the consumer to complete a survey includes instructions to cause a processor to determine determining whether the transaction meets predetermined criteria and is a qualifying transaction.

6. (Currently amended) The method processor-readable medium of claim 5, further comprising code representing instructions to cause a processor to:

transmit transmitting to the consumer an invitation to complete a survey relating to the qualifying transaction;

receive receiving survey information from the consumer relating to the qualifying transaction; and

process processing the received survey information.

7. (Currently amended) The method processor-readable medium of claim 6, wherein the predetermined consumer information is provided by a party to the transaction other than the merchant.

8. (Currently amended) The method processor-readable medium of claim 7, further comprising code representing instructions to cause a processor to:

offer offering processed survey information to a merchant; and

grant granting access to the processed survey information to the merchant.

9. (Currently amended) The method processor-readable medium of claim 1, wherein the transaction information includes a transaction record, the transaction record being in at least one of an electronic form and a digital form, and instructions to cause a processor to receive

~~receiving transaction information is configured to receive includes receiving~~ a set of transaction information regarding several transactions.

10. (Currently amended) ~~A method of collecting survey information relative to a transaction comprising A processor-readable medium comprising code representing instructions to cause a processor to:~~

invite ~~inviting~~ consumers to participate in a survey program;

receive ~~receiving~~ consumer information from participating consumers;

develop ~~developing~~ historical consumer information for each of the participating consumers;

receive ~~receiving~~ transaction information relating to a transaction, the transaction information including information relating to the consumer in the transaction;

determine ~~determining~~, using the information relating to the consumer in the transaction, whether the consumer in the transaction is a participating consumer; and

determine ~~determining~~, using the historical consumer information, whether to collect survey information from the consumer in the transaction.

11. (Currently amended) The ~~method processor-readable medium~~ of claim 10, wherein the information relating to the consumer in the transaction includes a consumer identification code, and the historical consumer information includes at least one of the number of invitations sent to the consumer and the number of surveys completed by the consumer.

12. (Currently amended) The ~~method processor-readable medium~~ of claim 10, wherein the transaction information includes at least one of ~~the a~~ category of the transaction and the payment amount of the transaction, and the instructions to cause a processor to determine ~~determining~~ whether to collect ~~solicit~~ survey information from the consumer in the transaction uses ~~includes~~ using at least one of the category of the transaction and the payment amount of the transaction.

13. (Currently amended) The ~~method processor-readable medium~~ of claim 10, further comprising:

~~instructions to cause a processor to transmit wherein soliciting survey information includes transmitting a survey invitation to the consumer to the transaction, and the survey invitation includes including instructions regarding the survey.~~

14. (Currently amended) The ~~method~~ processor-readable medium of claim 13, wherein the survey invitation includes a survey instrument.

15. (Currently amended) The ~~method~~ processor-readable medium of claim 13, wherein the transaction information includes a transaction record, the transaction record being in at least one of an electronic form and a digital form, and receiving transaction information includes receiving a set of transaction information regarding several transactions.

16. (Currently amended) A system for collecting survey information relative to a transaction, comprising:

a monitoring interface ~~processing~~ configured to process transaction information from the ~~a~~ transaction, the transaction information including a transaction record with information relating to ~~the~~ a consumer to the transaction, the transaction record being in at least one of an electronic form and a digital form;

a processor ~~analyzing~~ configured to analyze said transaction record relative to stored consumer information, the processor ~~further~~ configured to determine ~~determining whether the consumer to the transaction is a participant in a survey and determining~~ whether to solicit survey information from the consumer to the transaction based at least partially on the transaction record; and

a participant interface ~~enabling~~ configured to enable the consumer to the transaction to provide survey information.

17. (Currently amended) The system of claim 16, wherein the transaction record includes information relating to at least one of ~~the~~ a category of the transaction and a payment amount of the transaction, and said processor determines whether to solicit survey information based on at least one of the category of the transaction and the payment amount of the transaction.

18. (Previously presented) The system of claim 16, wherein the information relating to the consumer to the transaction includes an identification code for the consumer to the transaction, and the processor compares identification codes of consumers to transactions with predetermined identification codes of participants in the survey.

19. (Currently amended) The system of claim 16, further comprising:
a merchant interface enabling configured to enable a merchant to access analyzed survey information.

20. (Previously presented) The system of claim 16, wherein the stored consumer information is provided by a party to a transaction other than the merchant.